

**PHILIP MORRIS U.S.A.****INTER-OFFICE CORRESPONDENCE**

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TO: File

FROM: Jeanne Bonhomme

SUBJECT: Players Lights 25's Product Test-  
Based On Final Tabs 397 Smokers

DATE: June 29, 1984

A Players Lights 25's Product Test Report was issued on April 18, 1984, and was based on 317 smokers reactions to two package designs - Red and Champagne versus Solid Red.

This memo reports the final results which are based on an additional 80 questionnaires for a total of 397 completed interviews.

The additional 80 interviews did not change the results of the test, that is; based on a cigarette evaluation of Players Lights 25's, there is no major difference in terms of consumer reactions to the Red and Champagne or Solid Red pack. However, there still continues to exist, a slight indication across all questions that the Red and Champagne two color pack might produce more smoker interest for Players Lights 25's. On pack evaluation, the two color remained at a significant advantage over the Solid Red pack.

(Tables 1 - 6)

Likes and Dislikes

For the most part, the reasons for liking the test cigarettes paralleled each other, except that the two color pack produced slightly more milder (35% versus 30%) and lighter (13% versus 10%) tasting remarks, and fewer too strong, not mild enough comments (8% versus 14%).

(Tables 7 &amp; 8)

Reasons For Product Preference

The reasons for preference also suggest that the two color pack produced a slightly milder tasting product perception (18% versus 8%).

(Table 9)

Reasons For Pack Preference

The reasons for pack preference were mainly based on color preference. However, the two color pack generated a fewer more "classier" comments (7% versus 2%).

(Table 10)

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